

IN THE CLAIMS:

1. (Currently amended) A binding method comprising:
generating a pre-personalized book on a binding line for a specific individual;
rejecting selective pre-personalized books; and
generating an alternate piece, having an alternate format from the pre-personalized book, in place of each rejected pre-personalized book to be delivered to the specific individual.
2. (Original) The method of claim 1 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes the same pre-personalized information.
3. (Original) The method of claim 1 wherein the pre-personalized book includes a pre-personalized signature.
4. (Original) The method of claim 1 wherein the act of generating the alternate piece includes printing the alternate piece off-line with respect to the binding line.
5. (Original) The method of claim 1 wherein the act of generating the alternate piece includes printing the alternate piece on the binding line.
6. (Original) The method of claim 1 wherein the alternate piece is a printed product.
7. (Original) The method of claim 6 wherein the alternate piece is a postcard.
8. (Original) The method of claim 1 wherein the alternate piece is in electronic format.

9. (Currently amended) A binding method comprising:
generating a mailing list of recipients;
generating a pre-personalized book for each recipient on a binding line;
rejecting one of the ~~selective~~ pre-personalized books;
identifying the recipient of the ~~[[each]]~~ rejected pre-personalized book; and
generating an alternate piece that replaces the ~~for each~~ rejected pre-personalized book, wherein the alternate piece includes a notification to the recipient regarding their pre-personalized book.
10. (Currently amended) The method of claim 9 wherein ~~where in~~ the alternate piece is a printed product.
11. (Currently amended) The method of claim 9 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes the ~~[[same]]~~ pre-personalized information.
12. (Original) The method of claim 9 wherein the act of generating the alternate piece includes printing the alternate piece on the binding line.
13. (Original) The method of claim 9 wherein the act of generating the alternate piece includes printing the alternate piece off-line with respect to the binding line.
14. (Original) The method of claim 9 wherein the alternate piece is in electronic format.

15. (Currently amended) A method of replacing a rejected book on a binding line, the method comprising:

generating a mailing list of recipients having a mailing order;
assembling a pre-personalized book on the binding line for each recipient according to the mailing list;
rejecting selective pre-personalized books; [[and]]
generating an alternate piece on the binding line; and to replace
replacing the rejected pre-personalized book with the alternate piece, the alternate piece positioned on the binding line to maintain the mailing order.

16. (Original) The method of claim 15 wherein the alternate piece is a postcard.

17. (Original) The method of claim 15 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes the same pre-personalized information of the pre-personalized book.

18. (Original) The method of claim 15 wherein the pre-personalized book includes pre-personalized information and the alternate piece includes different pre-personalized information of the pre-personalized book.

19. (Original) The method of claim 15 wherein the alternate piece is a printed product.

20. (Original) The method of claim 15 wherein the alternate piece is in electronic format.

21. (Currently amended) . A binding method comprising:
generating a mailing list of recipients;
generating a pre-personalized printed product off-line for selected recipients on the mailing list;
loading the pre-personalized printed products adjacent a [[the]] binding line;
assembling a book for each recipient including a respective pre-personalized printed product;
rejecting selective recipients' ~~recipients~~ books;
removing the rejected books from the binding line; and
generating an alternate piece in place of [[for]] each rejected book, the alternate piece being of a different format than the pre-personalized printed product.

22. (Original) The binding method of claim 21 wherein the alternate piece includes at least a portion of the pre-personalized information contained in the pre-personalized printed product for a given selected recipient.

23. (Currently amended) The binding method of claim 21 and further including the act of generating a generic book to be sent to the selected recipients whose books₁ which were to include the pre-personalized printed products₁ were rejected.

24. (Currently amended) A binding method comprising:
generating a pre-personalized book on a binding line for a plurality of specific individuals ~~individual~~, each pre-personalized ~~[[the]]~~ book having therein a ~~portion containing~~ pre-personalized signature information;
rejecting selective pre-personalized books;
reprinting the pre-personalized signature ~~portion~~ of one of the ~~[[each]]~~ rejected pre-personalized books ~~[[book]]~~; and ~~[[then]]~~
regenerating the rejected pre-personalized book on the binding line for the specific individual to include the reprinted pre-personalized signature ~~portion~~.

25. (Original) The binding method of claim 24 wherein the step of reprinting the portion is done on the binding line.

26. (Original) The binding method of claim 24 wherein the step of reprinting the portion is done offline with respect to the binding line.

27. (Canceled)

28. (Currently amended) A binding method comprising:
generating a mailing list of recipients;
generating a pre-personalized printed product for each recipient;
assembling a first book on a [[the]] binding line for each recipient, each said book
assembly including the [[a]] respective pre-personalized piece;
rejecting selective first books;
removing the rejected books from respective spaces along the binding line;
generating an alternate ~~reprinting the~~ pre-personalized piece ~~printed product~~ for
each recipient whose first book was rejected; and [[then]]
inserting the alternate pre-personalized piece into the space previously occupied
by the respective rejected book ~~assembling a second book on the binding line for each recipient~~
~~whose first book was rejected, said assembly including the reprinted pre-personalized printed~~
~~product.~~

29. (Currently amended) The binding method of claim 28 wherein generating the
alternate pre-personalized piece ~~said reprinting step~~ is done on the binding line.

30. (Currently amended) The binding method of claim 28 wherein generating the
alternate pre-personalized piece ~~said reprinting step~~ is done off line with respect to the binding
line.

31. (Currently amended) A method of replacing a rejected book on a binding line, the method comprising:

generating a mailing list of recipients;

assembling a pre-personalized book on the binding line for each recipient;

rejecting selected pre-personalized books; [[and]]

replacing each a first rejected book with ~~one of the following~~, (a) a generic book;

replacing a second rejected book with (b) a regenerated second book identical to what the second rejected book should have been; and [[. or]]

replacing a third rejected book with (c) an alternate format piece.